

# THE LOMOND PRESS

SAMPLE COPY

VOL. I, No. 1.

THURSDAY, NOV. 15, 1928

\$2.00 Per Year

## P. L. FROST

NOTARY PUBLIC CONVEYANCER  
REAL ESTATE  
INSURANCE IN ALL ITS BRANCHES

Lomond, Alberta



THRIFT The Foundation of Every  
Honestly Earned Fortune

LEARN THRIFT BY INVESTING IN  
Alberta 4 p.c.

Demand Savings Certificates

Purchased and Redeemed at Par—Payable on Demand

For Further Particulars write or apply to  
HON. R. G. REID  
Provincial Treasurer

W. V. NEWSON  
Deputy Prov. Treasurer

Parliament Buildings, Edmonton, Alberta

## THE MIAMI CAFE

814 Centre Street, Calgary. On way to C.P.R. Depot

All White Help  
Including Cooks

MRS. J. F. HARPER, Proprietress.

E. W. FROST & Sons  
General Merchants

Phone 8 LOMOND

The  
Store  
of  
Quality

This Business is Operating

The Child's Savings Plan

Think of your children by trading  
with us.

## For Sale

Village Lots

10-Ton Fairbanks Scale

1 1-2 h.p. Engine (Gould, Shapley & Muir)

Both Engine and Scales in good condition.

GEO. WM. WHITELY,  
AUCTIONEER & VALUATOR

## Combination Auction Sale!

Commencing 1:00 p.m.

Sat'y, Nov. 24th

Consisting of Stock, Implements, Harness, Furniture,  
Etc. Fetch In Your Goods.

G. W. WHITELY, Auctioneer.

## Just by Way Of Foreword

Publicity is a necessity to the development of any community or enterprise. There are different methods of achieving publicity which naturally include the spreading of news by word of mouth, by letter or circular and various other ways including bill boards, signs, etc., and the more modern radio distribution.

None of these, however, have been able to achieve such satisfactory results as a newspaper. It's regularity of publication permits every anticipated happening of general interest to be announced a sufficient time before its occurrence to allow everyone to participate in the event, of whatever character it may be. As a means of communication between business men and their customers it is the only utility that has consistently proven its value in either rural or urban centres. Other forms of advertising are valuable in their places, but no means has been devised to replace the newspaper in distributing news or business announcements.

For a local paper to be successful it must have not only the support of business men but of every possible adult resident of the community. It is not the publication of an advertisement that counts, no matter how attractive its contents, but the extent of its distribution among possible customers. To insure the advertisements receive proper attention the medium by which they are carried must be attractive enough with news items to secure perusal of the paper by everyone, particularly the heads of households. Given these attributes the newspaper will invariably prove profitable to both public and publisher.

While there must be enough business support to make the newspaper financially possible, the co-operation of the community in making it generally interesting by contributing to its news columns whenever possible is just as essential if success is to be achieved. The operation of a local newspaper resulted in the publisher getting rich as a direct result of his newspaper work, in fact he is usually one of the poorest paid individuals in the community estimated upon the basis of the actual work he performs, and as a rule he contributes more to the advantage of general interests than any other business concern. In consequence the suggestion of co-operation upon the part of the public can scarcely be taken as a request for charitable support. There is not an outstanding community in the country that has not a local paper, and the better the paper the better the community.

Lomond has had some unsatisfactory experiences with newspapers which may make things more or less difficult for The Press. It is to be hoped, however, that the difference between a paper published from an office of several years standing and those which are recently established the publisher's responsibility will not be allowed to suffer from previous failures. This paper will continue to run until every dollar paid to it is earned or the unearned portion will be refunded, and the only consideration that will make the latter statement applicable will be a lack of sufficient support to continue it successfully. If Lo-

## Lomond Territory Full of Wheat

With the rest of the country Lomond is experiencing the effects of the grain blockade severely. The Home elevator has erected two annexes with a capacity of 50,000 bushels, which provides extra room for 23,000 bushels. Up to date 240,000 bushels of wheat have been shipped, 250,000 are in store and the amount in the hands of the farmers is estimated at 750,000 bushels. When it is considered this grain is practically all high grade the splendid crop reaped can be realized. The slow deliveries owing to lack of transportation facilities has prevented the full benefit of the crop being realized but confidence on the part of the business men is growing rapidly and there is no doubt that improved business conditions will result in rapid growth in every direction in the next twelve months.

## Changes in System Outlined to Teachers

Hon. Perren Baker, Minister of Education, delivered the feature address at the Southern Alberta Teachers' Association convention, which concluded at Lethbridge, Friday afternoon. After examining the weakness of the present form of educational administration in the Province, the speaker outlined the scheme of reform which it is hoped shortly to embody in a bill to be introduced in the Legislature. This will involve a complete reorganization of the Province into 20 larger units or divisions, each divided into five wards. A superintendent and two helping teachers will be the organizing officials in each division and the whole scheme promises to lead to great improvement in educational connections. Dr. M. E. Lazerson of Alberta University also addressed the convention, which was the largest on record.

LITTLE—FLORENCE A quiet wedding was celebrated at the home of the bridegroom, Wednesday afternoon, November 14th, when Mr. Jay C. Little, son of Mr. and Mrs. Alfred C. Little of Stavely, Alta., was married in marriage to Miss Florence Mid. The bride is the daughter of Mr. Andrew Florence, also of Stavely. Rev. S. R. Hunt officiating clergyman. The bride was attended by the groom's sister, Mrs. B. Hunnem of Cochrane, while the bridegroom was supported by the bride's brother, Eric Florence. Mid showers of confetti, dice and all good wishes for a happy and prosperous future, the happy couple left for their new home at Cochrane where they will open a hotel business, later returning to Stavely where they will reside.

Mr. Little formerly resided with his parents a few miles east of Lomond.

## No Corn Show This Year

Owing to the usual weather conditions during the latter part of August and early September, and the consequent reduction in the quality of much of the corn grown, the directors of the Provincial Corn Growers' Association after many careful review of the situation have decided against the holding of a corn show this fall. It may be noted that similar action has been taken by those engaged in the Saskatchewan corn show for this season.

lomond wants a newspaper that will make its appearance regularly the opportunity is here. First impressions are all in favor of a satisfactory result from the beginning, if the editor is any judge of the situation, and it will take but a short time to inspire mutual confidence.

## BECAUSE IT PAYS

The one great reason for having a Farmers' Company is that it pays farmers to have it.

And the one great reason for using the Farmers' Company elevator is that it pays to use it.

Long experience has proved to farmers that it does pay to have a Farmers' Company and that it does pay to make use of it.

Deliver your grain to

**UNITED GRAIN GROWERS LTD.**  
ELEVATOR AT LOMOND

## Meat Market AND Groceries!

In addition to supplying your wants in fresh and cured Meats I have now a complete line of Groceries and can assure you of Quality Goods at very reasonable prices.

**H. F. BURNE**  
LOMOND

**Wm. Manning**  
General Blacksmith  
& Woodworker  
Modern Equipment  
Expert Workmanship.  
Lomond Alta.

## WINTER

**EXCURSIONS**



Pacific Coast

Vancouver—Victoria  
New Westminster  
Tickets on intercity routes  
DEC. 1 to JAN. 5  
Return Limit April 15, 1929

Eastern Canada

Tickets on sale  
DEC. 1 to JAN. 5  
Return Limit Three Months

Central States

Tickets on sale  
from stations in Sask., Alta.  
DEC. 1 to JAN. 5  
Return Limit Three Months

Old Country

Tickets on sale  
St. John, Halifax, Portland  
DEC. 1 to JAN. 5  
To Atlantic Ports  
St. John, Halifax, Portland  
Return Limit Five Months

**CANADIAN PACIFIC**

## The Lomond Press

B. N. Woodhull, Publisher.

Issued every Thursday morning from the office of publication at Champion, Alberta.

Subscription \$2.00 per year, payable in advance.

### ADVERTISING RATES

Logo advertisements, 15 cents per line for first insertion, 12 cents per line for each subsequent insertion.

Advertisements of Wanted, Lost, Found, Strayed, etc., not exceeding one inch, 50 cents for first insertion & 25 cents for each subsequent insertion. Commercial rates on application.

TUESDAY, Nov. 15, 1928

### NOTES AND COMMENT

Alberta acquired 11,961 new settlers in the past six months, being third from the top in comparison with the provinces in the Dominion. Manitoba leading and Ontario coming second.

When one considers the wonderful plans for the bettering of conditions brought forward in every political campaign, it seems peculiar that there is anything left to improve if a fractional part of the promises and plans were carried out as the result of previous campaigns.

The continued prosperity of Western Canada will result in the establishment of branches of English manufacturing concerns in the near future according to press dispatches. This will be growth along very desirable lines. Manufactured goods at any more reasonable prices would aid largely in prolonging the prosperous period.

Early action in the farm loans scheme is being urged upon the Dominion government by Alberta interests, who expect farmers in parts of the province where the crop was poor will wish to take advantage of same early in the new year.

While some difficult problems have presented themselves in the use of combines for wheat harvesting there is no doubt that the combine has come to stay. Several operators in this district have had an unusually successful season with their combines and practically every machine in the field has proved the economical possibilities of the combines as compared to the binder and threshing machine.

The Alberta government has in view the reorganization of the inspection of departments, an effort being made to prevent overlapping. The provincial police will be used more largely in this way than has been the case in the past.

An investigation into the mixing of grain st. terminals point will begin at once. Hon. Chas. Dunning has been in England for some time looking into complaints on the part of millers there as to the quality of wheat they received and as a result has recommended a complete investigation of the mixing situation.

With so many people flocking to this province for the harvest there is scarcely a possibility that many bad actors will not be included, and prevalence of crime, especially in the cities is not doubt largely due to this cause. Coupled with this is the fact that many of the men despise their earnings, the first opportunity and are very likely to go outside the law when they are broke.

The result of the presidential election does not seem to have caused much surprise among those acquainted with the situation in the United States resident here. While those were decided in their allegiance to the republican and democratic parties, the greater majority favored Hoover to win. His record stood very high, although not as what he was generally termed a politician, and it is doubtful if Smith's political affiliations did not prove a considerable handicap to him in the race.

Canada had but little to gain by the success or failure of either of the parties in the United States campaign just closed. Both candidates for the presidency were committed to a continuance of the high protective tariff with regard to farm products which has been in effect for some years, although from the outside it looks very much as though any benefit to the farmer from the high impositions on farm products were more than offset by the tariff on manufactured goods. The fact that other measures than tariff regulation are admittedly being taken to assist farmers across the line would not lead anyone to copy the tariff method of improving the standing of the farmers.

S. Barnes of the Dominion Experimental Farm at Swift Current has been experimenting largely for some years in measurements of the moisture contents of the soil under various conditions of rainfall and has reached the conclusion, contrary to general acceptance, that there is very little gain from the snow, and sometimes none. It is quite possible that different results might be arrived at by an experiment in this part of Alberta in some seasons, but in winters when the ground is frozen to a considerable depth there is little doubt the same conclusions would be reached as in Saskatchewan where the measurements were made. According to this summer rains continue to be the real source of moisture necessary for the crop unless there is sufficient precipitation in the fall before freeze-up to provide a reserve.

### HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION—HARDENING OF THE ARTERIES

The arteries are normally elastic. Contractile power is possessed, first of all, by the heart, or pulse, through the veins and, secondly, in its body, and, thirdly, by the arteries, through their expansion or contraction, which abilities they possess as a result of their muscular nature. Arteries are very large, such as those in the abdomen, and if they relax, they are unable to contract again, unless from the brain.

As we get older, the elasticity of the arteries is gradually lost, and is said with some truth, that a man is as old as his arteries. When the loss of elasticity is rapid, premature results are along with the loss of elasticity, thus causing thickening and hardening of the walls of the arteries. They become more or less brittle and break more easily; the calibre becomes smaller on account of the thickening, and thus tends to raise the blood pressure. This leads to a condition known as arteriosclerosis, and weakened artery with a blood pressure above normal.

We do not know how hardening of the arteries can be completely controlled. We do know, however, what in many cases, will check the progress of the disease. We know that the absorption of poisons from diseased teeth, tonsils or other parts of the body must be stopped. We know that smoking, both physical and mental, must be avoided. We know that the condition of all systems of the body must be kept in good condition, and exercise, particularly in the other parts, including the arteries and other parts of the arterial system.

For the sake of health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered by letter. Questions as to diagnosis and treatment will not be answered.

### HIS BUSINESS

"My hand is one of the most curious hands I have ever met."

"What makes you think so?"

"He's always asking when I am going to pay the rent."

### How To Collect

"If you collect this money," said the printer, "I will give you a regular job."

To the printer's astonishment the young man returned in half an hour with the money.

"How did you do it?" he gasped.

"I told him," said the young man, "that if he didn't pay me he would tell all his other creditors that he had paid."

"Tommy," said the mother, mother, "you're really too young playing with your soldiers."

"Oh, that's all right, mom," replied the young hopeful, "this is the Salvation Army!"

## THE PRESS, LOMOND, ALBERTA

If you are contemplating an Auction Sale consult

# 'The Press'

We believe we can offer you so attractive a proposition you could not fail to embrace it

In writing address  
**The Press**  
Lomond, Alberta



Richard—Well I have just paid the doctor ten dollars on our bill.

Wife—Thank Heaven! Two more payments and the baby is ours.

Lost anything? Found anything? Try a "Want Ad." in The Press.



### Inspires Pride

WHEN you realize what camping coffee the Hotpoint Percolator makes you'll feel genuinely proud. Your satisfaction will increase when you use it to entertain your guests, or for the Hotpoint Percolator is built as useful as it is useful. Your Hotpoint Dealer can show you several models. The quality of each is the same—the best. The Hotpoint way is the modern way of making coffee.

\$15.95 to \$41.50

6-15-42

**Hotpoint**  
PERCOLATOR

CANADIAN  
GENERAL ELECTRIC CO.

**CHEVROLET**  
so Smooth  
so Powerful  
and  
so Dependable

ALTHOUGH the "Bigger and Better" Chevrolet offers a standard of beauty never before thought possible in a low priced automobile . . . although it offers the features of advanced design and the perfection of detail demanded in the world's finest cars . . . the fundamental reason for its tremendous success is its amazing performance . . .

. . . So smooth, so powerful and so unfailingly dependable!

Come in and drive this car! You'll say what hundreds of thousands have already said this year—that no other car can give you so much . . . at prices so amazingly low!

©1928 GM Corp.

The G.M.C.C. General Motors own deferred payment plan offers the easiest and economical way of buying your Chevrolet out of income.

## CHEVROLET

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

Chas. R. Adams, Dealer,  
Lomond, Alta.

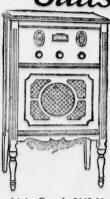


## Westinghouse Radio Suits Canadian Conditions

THE Radio Set that lacks in sensitivity is used less in many parts of Canada.

In the Westinghouse Receivers sensitivity has been developed to the full possibilities of present day Radiotrons. More than that, the 6 tube Westinghouse Models have power in abundance—sufficient to bring in the very distant stations with clarity and reasonable volume.

Extraordinary sensitivity is the result of the combined laboratory engineering of Westinghouse Radio and Radiotron Engineers to create the perfect radio receiver for Canadian conditions.



AUTHORIZED WESTINGHOUSE DEALERS

For Batteryless, Battery and the Full Line of Radiola Models

**GEO. HEDGES & SON, Lomond**  
McCormick-Deering Agency. Hardware, Gas, Oils, Etc.

## Trains Operating Northern Extensions

Train service has been inaugurated on the new fifteen-mile extension of the Central Canada railway from White-law to Fairview, formerly known as Waterhole, an order authorizing the commencement of the service having been signed on Saturday last by Hon. W. W. Smith, Minister of Railways, following an inspection made by engineers of the department. Construction work is also being pushed rapidly toward completion on the twenty-five mile extension of the E. D. and B. C. to Hythe, and it is expected that this line will be in operation within a short time.

## Salt Strike Made At Waterways

An important discovery indicating the wealth of resources in the northern part of Alberta is announced in the striking of a deep bed of salt in the test well being drilled at Waterways under the direction of the Provincial Department of Railways. Salt was encountered at a depth of 670 feet in the drill which has now reached the depth of 883 feet is still passing through this formation. Further tests are planned to determine the probable extent of these valuable salt deposits.

## Co-op. Institute Proved Successful

Plans for next year's program of co-operative activities under the auspices of the Wheat Board Sheep Fund trustees were discussed at a meeting held recently in Edmonton. Satisfaction was expressed with the results of the Alberta Institute of Co-operation held during the past season and it is proposed that during the summer of 1923 a number of smaller meetings of a similar nature be held at various points in the province.

## British Boys Being Farm Trained

Some 200 young farmers are expected to come to Alberta early next summer, according to arrangements just made by Hon. G. G. Headley, Minister of Agriculture. The first group will arrive about April 1 and will be followed by the remainder a month later. Arrangements are being made to give these boys a month's intensive training at the agricultural schools at Vermilion, Olds and Claresholm and as they will have received some preliminary instruction in Canadian farming methods before leaving the old country, they will then be in a position to start work at once on farms in the province.

### Abertha Wheat Yield Average Reduced

On the basis of returns received by the Department of Agriculture from the 1922 crop of wheat in the province, it is estimated that the Alberta wheat crop for 1923 will average approximately twenty bushels per acre. Although this figure is some seven bushels lower than the phenomenal return in 1922, it is nevertheless above the ten year average for the wheat yield for the province. Further threshers' returns and reports of grain inspections indicate that the damage to the crop as a result of frost is more serious than was anticipated when earlier estimates were made.

New Agriculture Text Distributed  
A new text book on agriculture is

now being distributed by the school book branch of the Department of Education for use in the high schools of the province. It bears the title "Agriculture For High Schools" and is designed as a text for the higher grades, the elementary grades already having a text on the subject. The authors are a number of the members of the faculty of agriculture at the University of Alberta, and the book is particularly concerned with and adapted to the conditions of Alberta farm life and work. Alberta is the first province in the Dominion to have an advanced text of this description.

### Work Continues On Southern Highways

Recent contracts for road building awarded by the Department of Public Works include that to H. G. McDoyle for the graveling on the Lethbridge-MacLeod highway of 25 miles and to the Western Construction Company for completing the section of the Crow's Nest road to the British Columbia boundary. Work on the graveling will begin at once and a start will be made very shortly with the Crown's Nest contract, the intention being to continue the work through the winter.

### Alberta Trade With United States Increased

Trade with the United States for the Province of Alberta during the quarter-year ending September 30, 1922, reached \$1,600,790, an increase of 10.5% over the corresponding period of 1921, according to the quarterly report of U. S. Consul General of Calgary. The total declared exports from the Calgary district for the quarter were valued at \$495,767 and in the same period of 1922 goods to the declared value of \$645,674 were exported. The principal increase was in the exports of cattle during July, August and September, 1922, when the value of \$166,993 reached the American markets while in the corresponding months of 1921 a total of \$57,969 of cattle valued at \$312,418 were exported.

The chief exports from the Calgary consumer district were: cattle, number 5,579, \$312,416; calves and feeds, 3,875 tons, value \$116,481; wool, in grease, 213,682 pounds, value \$51,260; mutton, 1,000 pounds, value \$260. From the Edmonton consumer district the principal exports were fish, 1,658,223 pounds, value \$193,918; hams, 1,000 pounds, value \$142,860; cattle, number 941, value \$50,725. A marked decrease is shown in the exports from the Lethbridge consumer district, for which reduced shipments of cattle to the United States are responsible. This district exports goods to the declared value of \$492,268, the principal items being petroleum, flour, sugar and coal.

### University Ready For Eastern Shows

As in previous years a number of steers fitted for the show ring will be exhibited at the University of Alberta. At the University of Alberta, who again compete for honours at the Toronto Royal Show and the Chicago International. Nineteen choicer animals including representatives of the principal breeds of cattle in the East this year it is hoped they will equal the high mark set by Alberta entries in former years.

Indeed in the last few years the University has won the cup for the purpose by the following: Alberta breeders: W. M. Parslow, Calgary; Wm. Sharp, Laconie; J. L. Walter, P. Suddick, Lacombe; C. H. Richardson, Lacombe; W. A. Lyle, W. D. MacDonald, Guelph; and J. Granlin, Stavely, the remaining eleven head having been bred on the University Farm. Advances also are being made in the advance sheep breeding and cattle the University barn at 2 o'clock Wednesday afternoon, November 7 when all livestock breeders and others interested are invited to attend.

### SELECTING THE BREEDING MALE

It may seem a little early in the season to talk of selecting next year's breeding stock but this is of some importance inasmuch as it must be kept in mind early in the season, if best results are to be secured.

Even in the early spring season the poultryman should have marked "for the flock" all those chickens that had shown the character for which he is interested in, either for commercial feathering or any competitive weakness. There will thus be reserves for breeders, only cockerels should be used for breeding dams that have laid large eggs.

This latter is of great importance as it is under a strong tendency to develop in the stock of the flocks where selection has been followed for high production, without due care also for size of eggs.

During the latter part of summer and early fall it will have been noticed that there were some

## THE PRESS, LOMOND, ALBERTA

cockrels that had developed unusually early. These cockerels almost invariably finish up as "ponies." In other words, although they look like normal cockerels in size, they become set in their growth, and do not make birds of normal size at maturity. Cocks of this kind and age should not be retained for breeding, as their offspring will have a tendency to mature in the same manner. They will lay early, before the regular time, and consequently lay small eggs throughout life.

To summarize, the breeding male should be the son of a hen laying large eggs. He should be well grown, of good size for his breed, and above all, should be active. While activity may be detected in every part of the bird, in the broad back-neck, the well set legs and general action, and in the nervousness of the bird when mounted in an egg breeding male, is indicated by the bright prominent, piercing eye set in a clean cut face.

The right kind of male that will give results.

### To Stimulate Advertising

"An idea which is good enough to stand alone does not need to be grand, whilst shaking lists," states a bulletin issued by the Pennsylvania Publishers' Association. "Here is a very simple idea which applies to many different advertising media: start them weekly schedules for dealer advertising every Thursday and all in his advertising he referred to the day as 'Funday.' A handbill can be issued every Tuesday and referred to the day as 'Funday.' An opinion chose Wednesday for his insertions and referred to it as 'Lenday.'

### McDougall Bros. Win at Calgary

That purchased stock, particularly cattle and sheep, is receiving a fair share or attention in parts of Southern Alberta is amply demonstrated by the winnings of McDougall Bros. of Lethbridge. The brothers, Fred and Tom, at the Calgary Stock Show and Sale held recently, which were as follows:

Shorthorn—A. S. McDougall Heifer born in 1922 before July 1st—2nd prize.  
Heifer born in 1922 after June 30th—3rd prize.

Heifer born in 1923—1st and 4th.  
Bull born in 1922 before July 1st—1st.

Bull born in 1923—2nd.  
Alberta Shorthorn Breeders' Association special for Shorthorn bull under two years—1st.

Champion Shorthorn bull—1st.  
Champion Shorthorn ewe—1st.

Champion Shorthorn—1st.  
Alberta Shorthorn Breeders' Association special—1st.

Oxford Sheep—A. S. McDougall Ram Shearing or over—3rd prize.

Ram of cattle—1st year—2nd prize.  
Ram of cattle—over 4 years old and 4th.

Ewe of calendar year—1st and 2nd.  
Champion ewe, any age—1st.

Pen three ewes, any age—1st.

Two ewe twin lambs sold for \$80 each and the other half the money paid \$100.00 for the pair.

Oxford Sheep—C. D. McDougall Ram shearing or over—2nd prize and sold for \$82.50.

Hampshire—C. D. McDougall Pen of Hampshire ewes, any age—1st prize.

Three Hampshire ewe lambs sold at \$60.00 each.

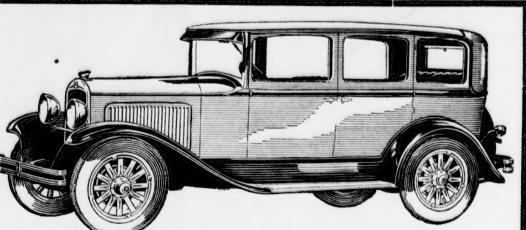
The McDougalls pioneered in the sale of stock in the market. As a result not only their immediate neighbors but many others in the district have improved their stock.

To cope with increased business, the stamping plant of General Motors of Canada here will be doubled in capacity, and another 300 men will be employed in this plant. Mr. Davis, assistant general manager of the company, announced. The basement under the present stamping plant is being enlarged for storage space at a cost of about \$100,000 and an additional \$40,000 is being spent for new machinery. The new section of the plant will be in operation about April 1st.

The stamping plant is used chiefly for the manufacture of fenders, hood, radiator shells, and other sheet metal products used in making automobile bodies. The opening of a new plant at Red Deer has been opened by the Walkerite plant, of which will assemble parts made in Oshawa and other eastern centres until it is expected, increasing the volume of work for the local plant.

The building program announced by General Motors includes a total of \$10,000,000 in actual building construction. Besides the stamping plant alterations, a 4,000 square foot addition will be built at a cost of \$40,000 and a considerable addition is also being made to the central heating plant equipment.

Additional to the lumber storage building and a new break storage building will total \$30,000, all of these being exclusive of ex. impt.



## Chrysler-Plymouth \*

### At Last! A New Car Whose Like-In Style, Performance and Value-You Never Have Seen Before

Walter P. Chrysler and his great engineering organization ever attempted such a car at such a price.

No one but Walter P. Chrysler and his great engineering organization ever attempted such a car at such a price.

Plymouth is the amazing realization of the Chrysler vision of a low-priced car embodying the beauty, the quality, the durability and the value of the finest cars.

A abundance of power from the new Silver Dome high compression engine which uses any gasoline. Characteristics Chrysler speed, power and pickup.

Luxurious comfort over rough stretches that many \$2000 and \$3000 cars can well envy. Supreme safety of internal expanding hydraulic 4-wheel brakes,

Rugged dependability insuring years of faithful service with exceptional freedom from mechanical trouble—the result of Chrysler Standardized Quality in fine materials and precision manufacture.

### Drive in the Plymouth the most astonishing performance, quality, style and value the world has ever known!

Prices at your door, complete with front and rear bumpers, spare tire and cover, windshield wiper.

Coupe.....	\$1120	DeLuxe Coupe, rumble seat	\$1181
2-Door Sedan.....	1145	Roadster.....	1120
4-Door Sedan.....	1186	Touring.....	1145

## Kyllingstad Auto Service

### Splitdorf Radio.

Lomond, Alta.

### 4 Great Advantages

Others would Pay Millions to Be Able to Give.

NO carbon troubles . . . No valve grinding . . . Lower up-keep cost . . . No periodic lay-ups . . . 4 great advantages . . . The Willys-Knight sleeve-valve engine gives them all!

The sleeve-valve motor of the Willys-Knight is an exclusive feature which other manufacturers would pay millions to get . . . but it is protected by patent.

Instead of gradually losing in power and efficiency in successive stages and stages, as in the case of poppet-valve designs, the sleeve-valve engine Willys-Knight actually improves with use. It grows quieter, more powerful and more efficient with every mile.

And now—Bellex Shuckles still another record exclusive Willys-Knight feature—Bellex eliminate the metal shackles and provide that the parts of the car are secured from unsightly marks with a noiseless, flexible, fatigue-shock absorbing, rubberized—thereby giving permanent chassis silence and diminishing wear at every point of the car.

"70" Willys-Knight Six prices from \$1625 to \$1900; Willys-Knight Great Six from \$2575 to \$3050; f.o.b. factory, Toronto, taxes extra.

## "70" WILLYS-KNIGHT SIX

### Whippet Fours and Sixes

G. F. BURNE, Dealer, Lomond.

**and General**

carrie fire which started at Armoda on Sunday, burned a strip some seven miles wide across the land to the Bow river. As far as can be learned no stock was lost nor other damage done than to the pasture.

Mrs. Una Günther spent the week end and holiday in Drumheller on a visit to her brother.

Mr. and Mrs. Barnett were visitors to Drumheller for Thanksgiving.

Miss Doris Adams was in Lomond from Calgary over the week end on a visit to her parents, Mr. and Mrs. Chas. Adams.

Thomas Chapman moved a house into town during the week and will occupy it during the winter.

Miss Steele, who is attending Normal School in Lomond, spent Thanksgiving in Lomond.

Miss Evelyn Higgins spent the week end at the Porter Noyes home across the valley.

The Lomond teachers attended the teachers' convention last week, leaving from Vulcan on Wednesday.

Mrs. A. J. Dilly was in Calgary last week, taking her son George up for medical examination.

Mr. and Mrs. Bertieatt and family spent the holidays at Lethbridge.

Mr. Wilkinson and John spent the week end at their home in Medicine Hat.

Frank Asselton is away holding down in Drumheller.

Mr. and Mrs. N. H. Erskine spent the holiday in Drumheller, visiting Mrs. Erskine's sister and friends.

Don't forget the big masquerade dance in Lomond on Nov. 23rd.

One of the waiters in Joe's restaurant received a bad smash behind the ear in a brawl on Monday. The offender is being prosecuted.

On and after Monday, Nov. 19th, the stores in Lomond will close at six o'clock every night except Saturday. Those interested are requested to take notice.

Prizes will be awarded for costumes at the masquerade dance on Friday, Nov. 23rd. The best of refreshments will be served.

Turkey supper and banan under the auspices of the Ladies' Aid in Barnes hall on Nov. 16th. Supper 6 to 8 p.m. Programme to follow. Price 50c and 75c.

Carl Benson is prospecting oil north east of Lomond for the Hudson Bay company and is down over 200 feet.

The Lomond Meat Market has been renovated, and is now ready for Christmas trade.

United church service next Sunday at 7:30. Sunday school at 11 a.m. Rev. Brundage pastor.

Jack Kotch made a flying trip from Lethbridge to Lomond on Wednesday, taking his brother back with him.

The Alberta Pool elevator is giving preference to grain which is lying on the ground, an affidavit being required from the owner to secure the preferential delivery.

C. W. Thompson, who injured his eye while cutting wood, is in Calgary for expert attention.

The annex to the McLeman elevator has been completed and is taking in wheat of grades 3, 4 and 5.

Kyllingstad's garage east of Commercial hotel has been renovated for the winter trade.

The Armoda Hockey Club are busy collecting and making preparations for their new rink.

**Seed Fair at Edmonton**

The Alberta Provincial Seed Fair will be held in Edmonton during the week of January 15th, 1929, it is understood by Field Crops Committee. W. J. Sorenson, it is expected that the attendance will include a large number of farmers interested in the production of high quality seed grain, and also in the display of farm equipment. An annual competition which is to be held in Edmonton during the same week. Arrangements are being made, as in previous years, to hold the annual meeting of the Alberta Seed Growers Association at the same time.

**Gasoline Consumption Increasing Rapidly**

Sales of gasoline in Alberta for the first ten months of 1928 have exceeded by some 6,000,000 gallons the sales in any previous year, according to figures supplied by the Department of Provincial Works. This increased consumption is attributed to the growing use of tractors, grain trucks and combined harvesters in the province. It is also due to the increased number of automobiles licensed during the present year.

Records show that the consumption of gasoline in Alberta for the past seven years, with the exception of November, December, 1928, has stood as follows:

1922	9,225,926 gallons
1923	12,062,388
1924	14,750,000
1925	15,370,283
1926	21,188,808
1927	25,000,000
1928	(To October 30) 31,000,000 ...

(1928 to October 30) 31,000,000 ...

**Lethbridge Northern Gets Many New Families**

During the past year in the neighborhood of 140 families have been settled on irrigated farms in the Lethbridge district it is announced by James Pike, director of colonization for the Lethbridge Northern Irrigation District. This brings the total farm population in the Lethbridge Northen area up to some 800 families. Crops in the irrigation section have been good. Mr. Pike, however, says that states Mr. Pike, but suffered, as in other parts of the province, from the effects of heat and frost and the probable result will be that more attention will be paid to mixed farming.

**Telephone Business Expands**

Continued expansion of its services throughout the province during the month of October is indicated by the number of telephone. An increase of 425 stations in operation is shown for the month, bringing the total increase for the first ten months of 1928 to 2,700. The number of private and business phones in Lethbridge and vicinity has increased to 1,000. New offices have been opened at Melfort, Nampa, Wanham and Presterville and a new long distance line connects Melfort and the Peace River. It is expected that an exchange will be opened shortly at Fairview and that existing equipment will be moved to new townsites at Hythe, Beaverlodge and Blueberry.

A new office has been opened at the Bear Valley and at the new townsite of Mattington on the Bonnyville extension of the C. N. R. Continuous service was initiated at Halkirk on October 1st. Toll traffic throughout the province last October amounted to \$12,284.05, showing an increase of \$11,713.30 as compared with the corresponding month last year.

**Extensive Grazing Leases**

During the year 1927 there was in existence on Dominion lands in the province of Manitoba, Saskatchewan, Alberta, British Columbia in the Peace River and the Rockies, 1,141 grazing leases covering an area of approximately 6,007,183 acres. Returns received in the Department of the Interior from the Dominion Lands Commission with these leases indicate that 363,742 head of cattle, 127,782 horses, and 123,008 sheep, or all told, 514,502 head of live stock were pastured on lands covered by these government leases.

**Poultry Show Prize List Issued**

The Prize list for the Alberta Provincial Poultry Show, which is to be held at Calgary December 4th to 7th, 1929, is now ready for distribution, and may be obtained free from the Provincial, Calgary Poultry and Pet Stock Association, exhibition office, Calgary.

In addition to generous cash prizes for all varieties of Poultry, Turkeys, Geese, Ducks, Bantams and Pigeons,

there are several types of special prizes and challenge trophies to be given for.

Besides the open classes in all the recognized breeds, there are sections for Production Classes and Novice Classes, and these carry the same liberal cash awards as the open classes.

Then there are divisions for Eggs and for Dressed Poultry. The Dressed Poultry display is always a big attraction and often the exhibits in this department are exhibited on Wednesday evening, there will be spirited bidding and fine prices realized.

Prospective exhibitors would do well to procure a copy of the prize list early and study its contents.

"Tommy," said the careful mother, "do I actually see you playing with your soldiers on the Sabbath day?"

"Oh, that's all right, ma," replied the young hopeful, "this is the Salvation Army!"

John and George, small sons of a Baptist minister, after returning to their Father's doctrinal戒律, in which he set forth that baptism by immersion is essential to soul salvation, decided they must baptize their family of cats.

One by one they were森入 in the big tub of water.

One by one they were森入 in the big tub of water.

One by one they were森入 in the big tub of water.

One by one they were森入 in the big tub of water.

An American, newly arrived, went into a London teashop, took a seat and waited. Presently a bright-eyed waitress approached him and asked, "Would you take my order?"

"Just sprinkle her, George, and let her go to Hell!"

The waitress brought the eggs and was waiting on when the American spoke again. "Sorry. What about the kind word?"

The waitress leaned over and whispered, "Don't eat the eggs."

John Jennings has completed overhauling his Ford coupe and is now ready Lethbridge, so he stated in 90 minutes, the distance being 65 miles.

Christmas goods are on display in all of the stores now. Buy early.

**PUBLIC INSTITUTIONS  
Galt Hospital, Lethbridge**

First-class Hospital Service at reasonable rates.

Private, Semi-Private, and Public Ward accommodation for surgical and medical cases.

Separate Case Room for obstetrics.

Trained Nurses in charge of each floor.

X-Ray, Bio-Chemical Laboratory, and all modern hospital facilities controlled by fully trained operators.

Inspection invited. Write for full particulars. Enquiries willingly answered.

In reading the first issue of The Press remember there was an entire lack of organization for getting out this issue and please govern your criticism accordingly.

May we rely upon your assistance in the way of contributions of news for the next issue.

**Watch This****Space**

for our

**Weekly Advt.****Elliott & Erskine  
General Merchants  
Lomond, Alta.**

We are very pleased at the opportunity of again being able to bring our Ads. before the public in this manner.

**FOR PRINTING  
See "The Press."****Ford Sales & Service****A Complete Line of  
Accessories and Parts****All Repair Work Guaranteed**

Cylinder Honing and Fitting Pistons a Specialty.

Come in and try out the NEW FORD  
We will give you a demonstration at any time.

Exclusive Agency for

**KOLSTER RADIO**

Come in and hear the finest Radio Receiving Set ever built. "All that you seek in Radio."

Demonstrations Arranged

**McKenzie & Purcell Motors**

Phone 5

LOMOND, Alta.